

SAXON CO. GIVES EMPLOYEES BONUS

President Harry Ford Calls
Them Partners and Says
They Will Share Alike.

Each office employee who has been with the Saxon Motor Car Corporation for a period of longer than ninety days has received a bonus of 5 per cent of the salary received during the year, or for the term of employment if less than one year but more than ninety days.

Each factory employee shared on a pro rata basis with those in the office departments except those who have been paid on a premium of piecework basis and who received a bonus of 3 per cent. The payment of these bonuses was made on September 1.

President Harry W. Ford, in commenting on this act of the company, said: "The payment of a bonus at this time does not bind the company to a policy of bonuses each year; however, the management feels that in years when the prosperity of the company is such as to enable it to make a return to the shareholders it will also be disposed to pay some form of bonus to employees. It is hoped that the payment of this bonus will encourage each employee to study his work to the end that each one may increase his efficiency."

"For the payment of this first bonus seemed wise to us to use a flat percentage to all employees with the exception above noted."

"In the future, however, a record of each individual employee will be taken into consideration. Punctuality, care, efficiency, obedience to all company rules and regulations, loyalty, willingness to co-operate with the desires of the management at all times and in every way will be taken into consideration in payment of any bonus that may be decided upon in the future, and each employee will share in such fund in proportion to the quantity and quality of the service he renders."

"The real object of this institution is to give the public the best dollar for dollar value on the market. If we can do this we can always have a good and prosperous business. Bonuses depend upon earnings; earnings depend upon good cars; good cars depend upon the employees. If we can enlist the interest, skill, care and earnestness of each and every employee the quality of the product of our company can be maintained at the point where it should be, and in that way we can win and hold the confidence of millions of people all around the world—and successful trade results upon confidence."

"The company is not one thing and the organization of employees another. The company and the organization are one thing and their interests are mutual. The company furnishes capital, equipment and management—the employees furnish intelligence, labor and skill. We are partners and we will share alike."

RICE IS SALES MANAGER.

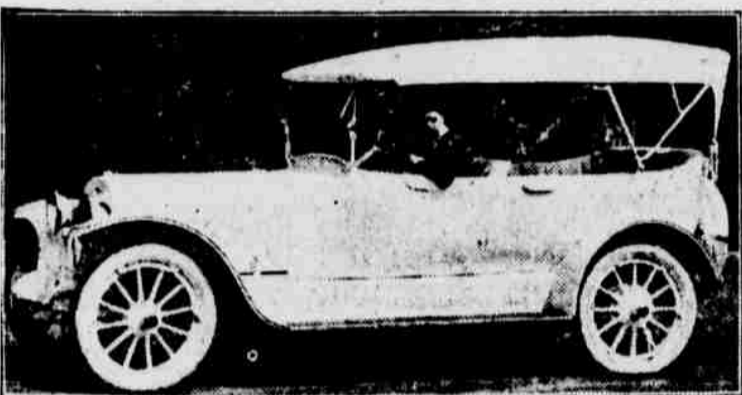
Veteran New Directs Sales of
King Eight.

With the appointment of C. B. Rice to the position of retail sales manager of the King Motor Corporation, at Broadway and Fifty-second street, Joseph P. Rice has rounded out a particularly strong selling organization in this city for the sale of King's cars. Associated with Mr. Rice are J. H. San Jose, district manager, and A. T. Hiseox in direct charge of the service department.

Mr. Rice assumed his new duties on Sept. 1. His experience goes back to the early '90s. He is best remembered in connection with the great success of the Baker electric in this city ten or twelve years ago.

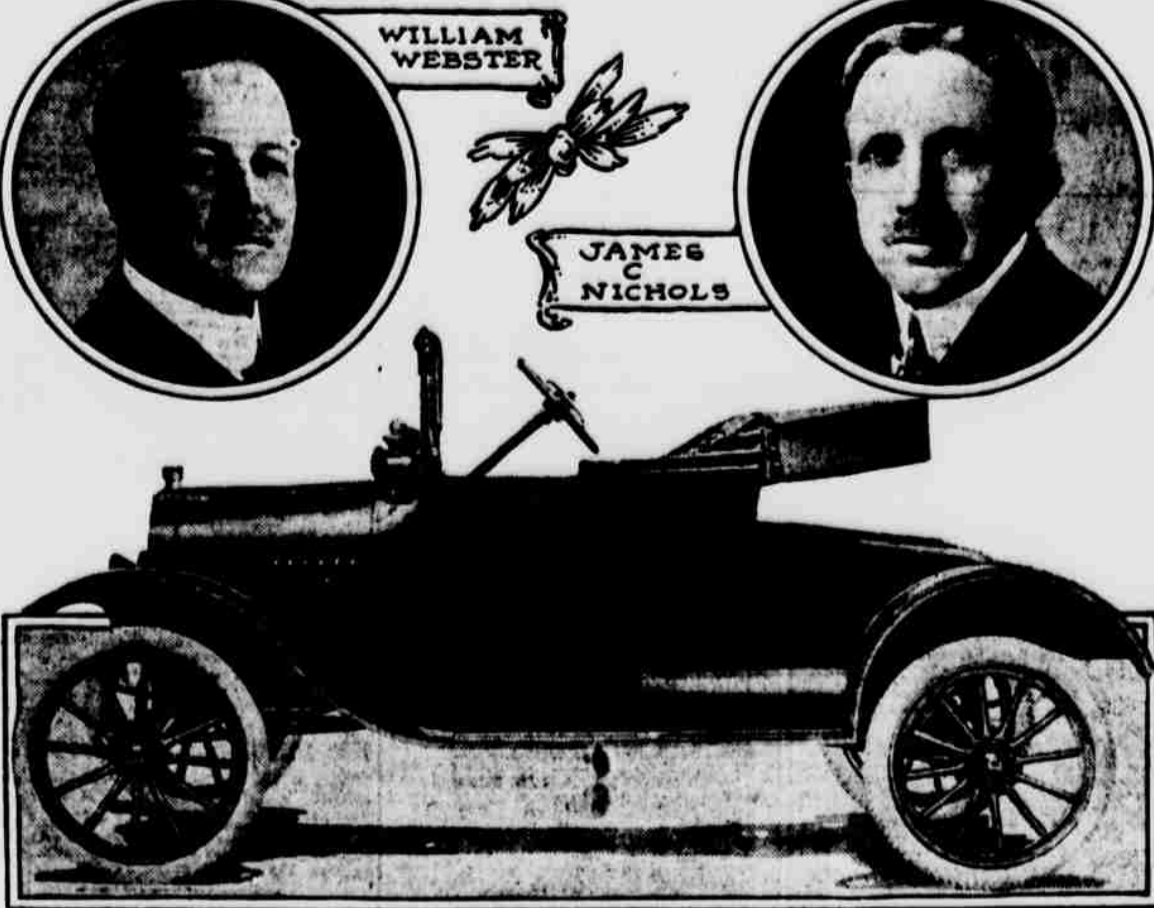
From New York Mr. Rice went to Chicago to handle the Packard and Cadillac lines. Later he headed the Hoxby Ford Company, and until his acceptance of the retail management of the King was identified with the Rogers Motor Corporation in this city.

Frances White and Her Davis Car



This Davis car was presented to Frances White as a birthday gift. After the presentation of the car, the party was accompanied by a party of friends, Miss White enjoyed a celebration arranged for at a charming Westchester inn. Returning to town a quarantine commission, comfortably drowsing at his post, awakened suddenly to see the big, noisy white vision rush past, and promptly thrust down the line that the Steep Hollow spectre was "out" again. The

This Aggressive Triumvirate Begins Big Campaign.



New Ford Runabout

J. C. Nichols, the successful accessory dealer, has had to find a new outlet for his tremendous energy. Not satisfied with a business second to none in the city, he has increased his activities by becoming a regular agent for Ford cars, and has opened a fine show room at Amsterdam avenue and Seventy-third street, facing Broadway. The place will be open for business to-morrow with a full line of the new Fords, which are attracting so much attention. There will be a tie-up between the two establishments, so that Nichols-Ford owners will have unusual facilities for obtaining service and equipment.

The new company is known as Nichols & Webster, Inc. In picking a partner, Mr. Nichols decided that no better man for the Ford line could be found than William H. Webster, an old Ford salesman, who has an enviable reputation in connection with the sale of the little car. As early as 1904 Mr. Webster sold Fords in a local department store. Later he was connected with the Maxwell-Briscoe forces, which were later merged into the United States Motors. Later, he sold Regal cars. But all the time he has been a strong Ford rooster, and when the opportunity to join forces with Mr. Nichols presented itself, he was quick to effect a partnership and go back to the Ford—his first love.

"Jimmy" Nichols is one of the best known men in the industry. He has been on automobile row since 1902, and in the one location—Broadway at Fifty-second street—since 1904. He is public spirited and interested financially and otherwise in all the motor projects of a progressive nature. He has ever been abreast of the times and his accessory establishment is exceedingly popular with motorists because they know "Jimmy" Nichols always has the very latest things.

There is no doubt that he will prosper as a regular automobile dealer. He has

a habit of prospering because he has a knack of picking good things. He feels that the Ford is pretty well known in these parts.

The new cars are of a graceful stream line design, and are equipped with sweeping crown fenders both front and rear. The radiator is larger to give greater cooling capacity. The car is finished entirely in black with nickel-plated hub caps and radiator cap and is equipped with non-skid tires on the rear wheels. In fact it appears that the Ford Motor Company, with its usual thoroughness, has produced in this new model a car which for beauty of design will make it distinctive among motor cars.

There has been no change made in the chassis of the wonderful Ford motor, with its record of over 1,500,000 in active daily use. Similar changes in design have been made in all Ford models—runabouts, \$245; touring cars, \$260; coupes, \$285; town cars, \$295; sedan, \$345.

est possible amount of room in the interior.

Exteriorly gray and Mercedes red are now the standard Stutz colors. Hook wire wheels, sixties, are used on all models, one extra wheel going as regular equipment without additional cost. Goodrich Silvertown Cord or Goodyear Cord are optional.

The 14.25 four cylinder motor is unchanged, except for the adoption of a hot water jacket on the intake manifold and a hot air horn, which runs from the exhaust to the carburetor. Stromberg carburetor, Bosch ignition, Remy starting motor and generator, independent system, are features. The control is right hand, steering intermediate and high transferred to outside of "H" slot. Adjustable pedals, soft and flexible, yet positive.

Special provision for locking the gear shift lever in neutral is made. The rear springs have been increased from 50 to 55 inches, lying flat under a full load. This gives easy riding qualities and a straight line drive through double universal joints. Hartford racing type shock absorbers are used as regular equipment on all models.

Nail Hole Punctures.

Why waste a big patch on a little nail hole puncture? You can get just as good results in a much more economical way. Pick out the hole. Fill it with a new clean perforation. Roughen with sand paper. Apply cement, allowing it to dry 24 to 48 hours. Then roll up a small plug of the stock just large enough to fill the hole. Carefully insert it in the flat plate. The pressure will form the rubber plug into a sort of rivet on the inside of the tire. The plug will hold just as well as a large bulky patch.

Mr. Humphrey is too progressive to waste time with any other medium. Nor does he spare the trucks. They must do the work. His strenuous demands would speedily break down an ordinary truck. If he has to overhaul them he does so. If parts break, all right. Mr. Humphrey is willing to bear the expense of replacing them so that he can continue to exact the impossible from a vehicle, asking only quick service, so that the machine is never long removed from a job.

The contract on which the six trucks made their greatest record was the building of New Jersey roads adjacent to the Hackensack plant of the company.

1917 STUTZ CAR FEATURES.

Improvements Increase Value of This Popular Car.

William Parkinson of the Stutz Motor Car Company of New York has received the announcement of the new line of Stutz cars known as "Series R." Within the last few months the Stutz factory facilities have been doubled, but the established policy of the company of keeping production within the efficiency limit is not to be changed. Only Fours will be built, and the right hand drive will be continued on all models. The standard wheelbase of 130 inches has been adopted for all models which consist of the "building special" in both four and six passenger types and the roadster. The body length has been increased four inches and the width one inch over the corresponding dimensions in the last series of the same model. Auxiliary seats fold against the back of the front seat giving the great-

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ONE WAY TO AVOID BATTERY TROUBLE

Don't Try to Test Your Battery Yourself—Get Free Service Test.

"I can test dry cells with a pocket ammeter. Why can't I test my storage battery the same way?"

This question is frequently asked by automobile owners, many of whom have learned through bitter experience that there must be a reason why the familiar little pocket ammeter, used to tell whether dry cells are weak or strong, will cause considerable damage to a storage battery.

To the average automobile owner, a battery is a good deal like a Greek puzzle. It is hard for him to appreciate that a storage battery is a purely chemical device. And so a battery is a battery. But there is a big difference between the chemical and electrical natures of the dry cell and the storage battery.

Both dry and storage batteries operate by chemical action when "the circuit is closed." The dry cell, when it is exhausted, in done; the storage battery, when exhausted, can be recharged. The ordinary dry cell has a comparatively high "internal resistance," which permits only a certain amount of electricity to be discharged at one time. But just the opposite is true of the storage battery—its "internal resistance" is very low, and it can discharge a tremendous amount of current when given an opportunity.

When the pocket ammeter is used on a dry cell, the amount of current liberated is small, doesn't injure the dry cell, and doesn't injure the ammeter. But the same little instrument, placed on a cell of a storage battery, will in most cases be burnt up by the tremendous current discharged, and at the same time the storage battery cell is permitted to discharge itself all at once, with a ruinous result upon the battery itself. The same thing occurs when tools or other metal objects are carelessly placed on top of the battery.

A dry cell can be tested when it is life, but the same sort of test on a storage battery is not only harmful if carelessly done, but it will ruin anything even to an expert. Voltmeter and

ammeter readings should never be attempted unless the battery is either being charged or discharged at the time, and then only by an expert. Tests with a hydrometer can be, and should be, frequently made, and no harm can result, but any other sort of test should be given by some one who has the proper instruments and knows how to connect them up correctly.

"Quite frequently we are asked to tell what is the trouble with a battery which the owner has 'tested' with a pocket ammeter," says C. B. Clendennan, manager of the local Prentiss-Lite branch and service station at 206-208 Amsterdam avenue. "The little scratches on the battery terminals where an ammeter has been placed tell a story of battery abuse which the average owner finds trouble in understanding. All he did was to 'test' it, and the battery may be completely ruined. You see, we have a selfish reason for giving free service to battery owners. It is much simpler for us to test a battery properly than it is to make repairs after the owner has tested it improperly. Besides, it's much better for the owner. The service is free, and we are glad to extend it to all automobile owners. The user might as well face the fact that you can't tell from looking at a battery whether it is in good shape or not. The only way is

to have it tested systematically—at least once every two weeks, and oftener in hot weather. In that way the little troubles can be caught before they become big ones. We have expert battery men here for the sole purpose of giving this free service, and the automobile owner should not feel at all backward about taking advantage of it."

Repairs Won't Stick.

Trouble is often experienced in getting the tread to stick on small repairs. This might be due to any one of several reasons, the most common of which is applying cement over wet fabric. The moisture in the fabric, even if very slight, will blow the tread loose from the fabric. Another common cause for loose treads is the failure to roughen up the old carcass sufficiently. In this case the cement will not hold properly and after a few miles of running the repair will separate. It is also well to make sure the proper pressure is being applied to the repair when it is curing.

New Haynes Roadster.

The Haynes Automobile Company is making deliveries on a new four passenger roadster, which is offered on either the Haynes "Eight Six" or "Eight Twelve" chassis. The small party car is the successor of the Haynes "Eight Twelve" roadster, and in body lines and general appearance it resembles the former Haynes model to a great extent.

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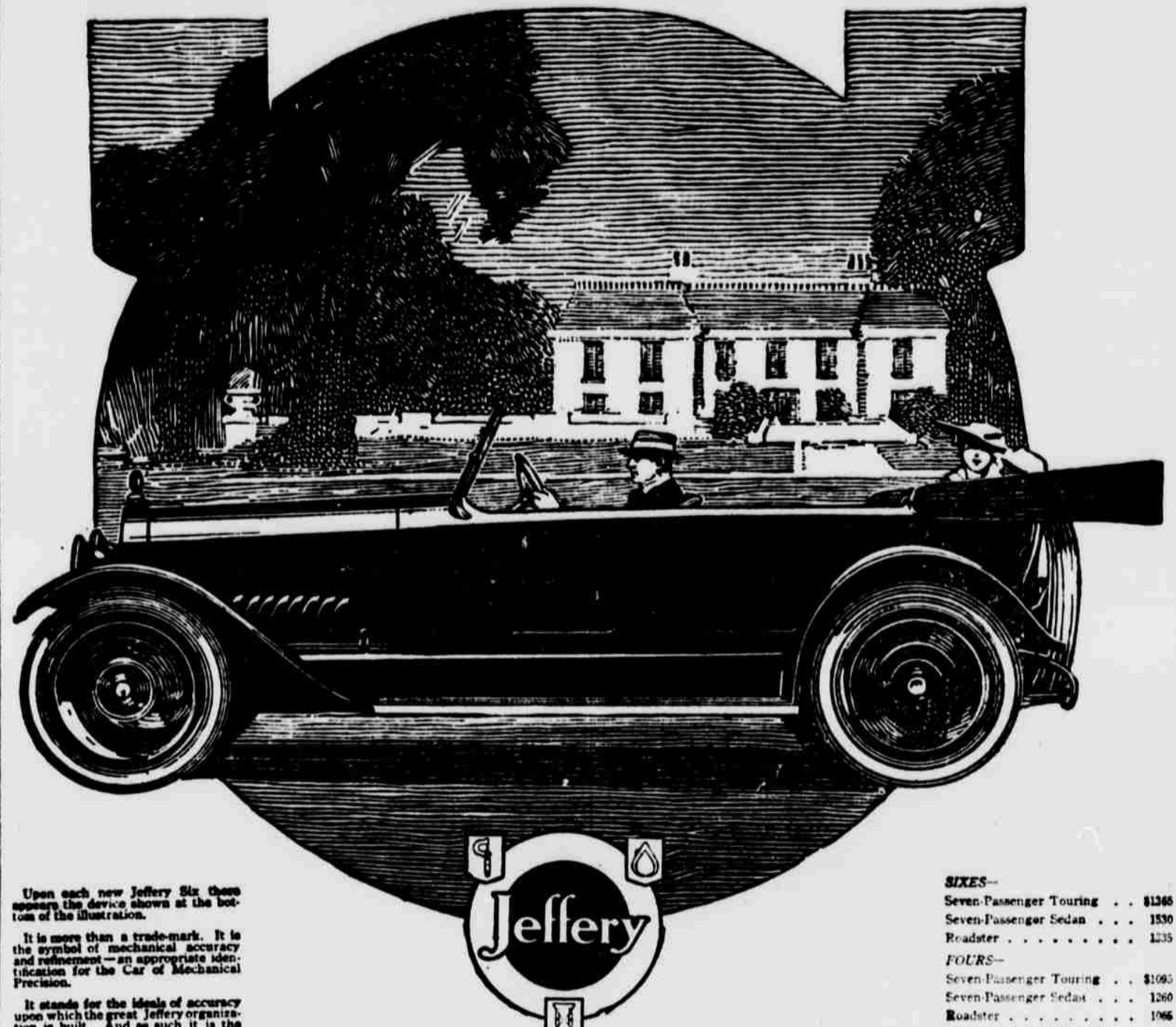
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The New Jeffery Six

A Long, Low, Hammock-Hung Body—A Motor Without Vibration at Any Speed—Yet, at a Lower Price—\$1365

MEET this new Jeffery Six—the Car of Mechanical Precision.

Stand back a bit. Take in the long, fashionably low lines—the rich, deep-toned Midnight Blue finish—22 times painted and varnished—all Jeffery-done—a gala attire that will always distinguish the car.

Bigness and beauty blend in the coach construction of the new Six. The long, sweeping lines, softened by the rich, lateral roll-edges, merge gracefully into the massive-shouldered hood.

It is a stately, impressive car, with that feeling of agile fleetness, so sought after today. There is perfect poise in this deep-chested road-conqueror—long and lithe and low-hung.

Click open one of the generous-sized doors. Set foot on the low, easy entrance step. Note the convenient placing of control units—all for your good comfort.

Step inside. Try the seats—soft, pliant cushions, real leather over real hair—and find the ease of a luxurious library chair. You pass easily from rear to front seats through the ample aisle provided for you.

The Car of Mechanical Precision is winning a new owner, and you admit it. Never have you so completely yielded to the charm of any automobile.

A Lower Price—\$1365

You hear the price—Thirteen Sixty-Five! You are amazed. You had judged much more.

But Jeffery Precision and Jeffery Home-Construction bring you the triumphant new Six at this astonishingly low price.

Actually 93 per cent of the car is Jeffery-built. Virtually no parts are purchased, a Jeffery policy which means much today when parts-makers' prices

are higher. Then add greater and even better standardized production with further economies effected by the new and greater Jeffery Company, and this phenomenal value is explained.

Vibrationless Motor—Inherently Balanced Crankshaft

A motor without vibration at any speed—that is the engineers' triumph in the Car of Mechanical Precision. And such extraordinary smoothness, we are free to declare, is exclusive to Jeffery motors.

The inherently balanced oversized crankshaft is largely responsible for the wonderful softness of the motor, and is the result of tireless effort on the part of Jeffery engineers.

Every motor, before being placed in its chassis, is subjected to longer and more severe tests than we have ever seen employed by any other maker.

Performance

You ask a demonstration, and find this car a very savage in power, refined to sub-

mission and eager to serve. You feel its stamina in every metal sinew. Every mite of red-blooded power, almost brutal in its vigor, is bridled and docile—ready to serve at your quiet command.

You may glide along as gently as in a gondola while only a murmuring swish reminds you that your motor is at ease. Or, on an inviting stretch, urge on the speedometer until you read 50 and even 60 miles. The same mellow smoothness remains in your engine. And within the compass of these six cylinders there is all the obedient power you will ever want—and more.

Springs that are long and flat and hammock-hung, add to the comfort the soft motor brings.

Service vs. Care

The new Six gives maximum service, asks minimum care. Rugged simplicity distinguishes the chassis construction. The car's honest make-up delights. It is more than a luxury. It is an investment.

That is why Jeffery cars are almost unknown in the second-hand market. They always bring unusually high re-sale prices. For Jeffery owners are contented owners.

Doubled Production

Jeffery expansion, bringing doubled production this year, comes without sacrificing the Company's ideals of mechanical nicety.

With this greater output we hope to be able to fill the demand. Still, nothing can be gained by delay. Promptness alone, on your part, in placing your order with us will gain an early delivery for you.

We are ready now to show you the new Jeffery Six.

\$1365

Seven-Passenger Touring 53 horsepower, 6-cylinder 125-inch wheelbase. (F. O. B. Kenosha)

Without Vibration

The vibrationless feature of the new Jeffery Six motor is an exclusive development of Jeffery engineers.

The motor is without vibration at ANY speed.

This wonderful softness is largely the result of the inherently balanced oversized crankshaft. All Jeffery motors are subjected to the most rigorous tests given in any factory.

Poertner Motor Car Co., Inc.
1759 Broadway, New York, N. Y.